FSC FORESTS® FOR ALL FOREVER

Rooted in proof

Measure, verify, and showcase the environmental impact of your forests

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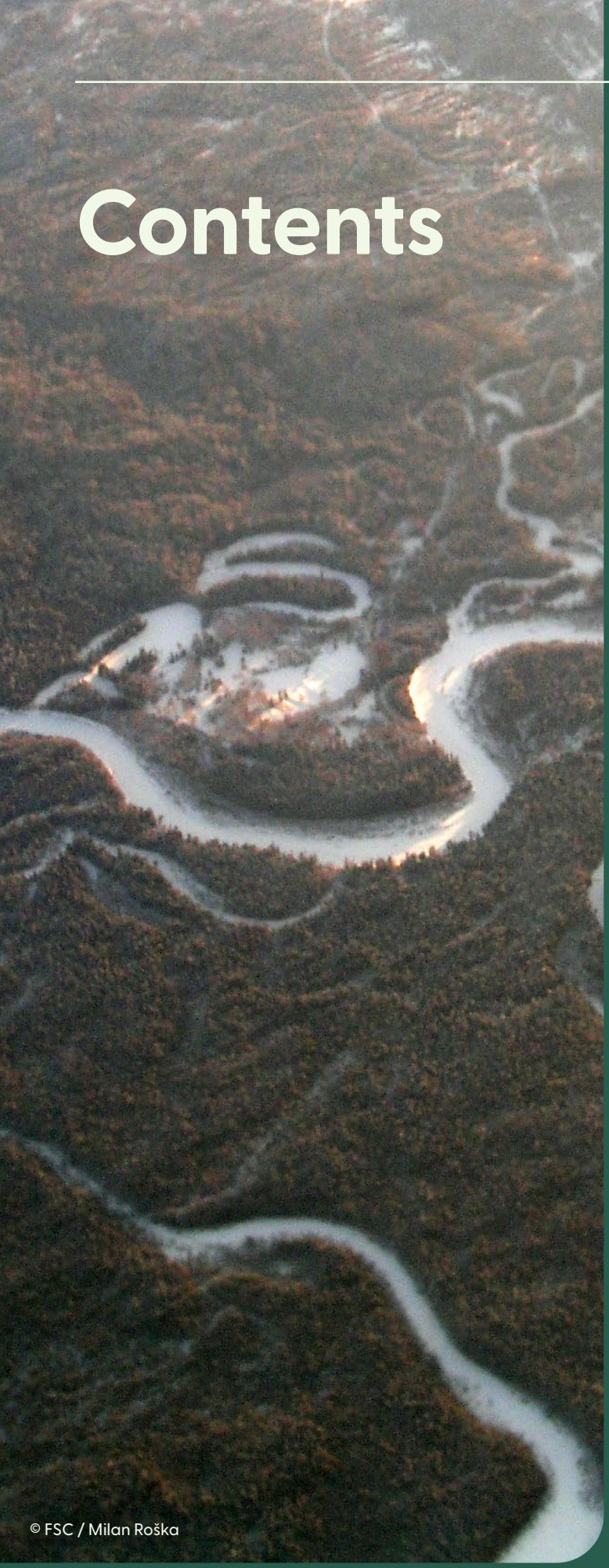

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Give your forests the support they deserve

No one knows better than you how important our forests and woodland areas are. From providing homes to countless ecologically important species, to capturing carbon in the fight against climate change, they are truly indispensable.

You also know how much support they need – and that is why FSC developed Verified Impact. By measuring the specific impact your spaces (and the work you do in them) make, you will get credible, decision-ready evidence that proves your sustainability policies are making a difference. And you get the support to keep making that difference.

FSC © / Jonathan Perugia

Value you can verify

It might seem obvious – even instinctive – just how important forests are. But until now, it has not been easy to quantify the exact difference they make. Verified Impact changes that, making it easy to assess the specific impact they have.

For example, you might be managing a forest. Verified Impact's data-driven approach means we can calculate how much carbon it stores – and then find a partner business who are looking to support carbon storage.

In total, Verified Impact measures seven specific “superpowers” – the ecosystem services that a project could provide:

- Carbon sequestration
- Biodiversity conservation
- Water services
- Soil conservation
- Recreational services
- Air quality
- Cultural values

With 20,000 hectares of FSC-certified forest, the Huong Son State Forest Company is a government-owned forest concession offering an essential lifeline for biodiversity in Vietnam.

Located in the nation’s Ha Tinh province, this contiguous natural space is home to more than 2,300 plant and animal species.

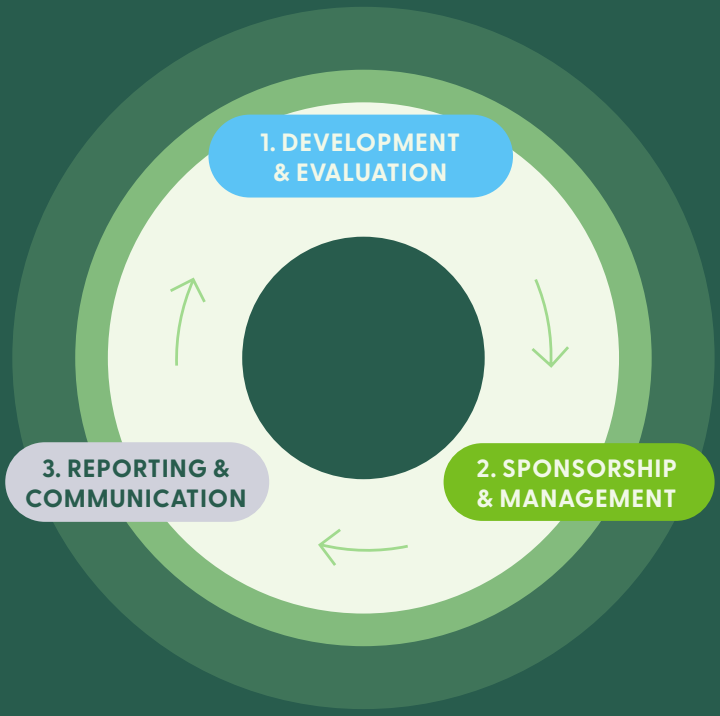
Huong State Forest was connected with 11 business sponsors as part of a large-scale Verified Impact project, leading to funding for vital forest patrols, resource monitoring, and enrichment planting to combat illegal resource exploitation.

The verified results have been significant for environmental protection and restoration: between 2015 and 2020, the forest sequestered 145,485 tons of carbon dioxide per year, a growth of 198,208 tons of carbon stock. That is a climate benefit equal to 32,137 cars’ emissions per year.

For the businesses involved, this translates into high-integrity, third-party-verified data to support ESG strategies. For the planet, it guarantees the preservation of a crucial ecosystem.

View the full case study here

Our steps for success



Our sponsors engage in a three-step process:

1. Our forest managers develop a project and an FSC-accredited certification body evaluates the different ecosystem services it offers.
2. Companies will then invest in the ecosystem service making their forest operations sustainable, and allowing them to report on their sustainability goals and contribute to forest health.
3. The forest managers report back on their project with ecosystem data, which businesses can share with relevant stakeholders and use as evidence for their sustainability strategy/commitments for their customers.

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Real life impact

Here is how a small-scale açaí producer co-operative in Amapá, Brazil showcased the impact it made.

Sponsorship was instrumental for this açai producer. Between 2016-23, they achieved the following impacts:

402	hectares of forest cover added
259	species protected, including jaguars and anteaters
+103,679	tons of CO_2 sequestered the equivalent of emissions from 22,539 cars

By halting forestry activity in protected zones, reducing the intensity of harvesting activities and training community members, Amazonbai reversed ecosystem degradation and helped conserve both carbon and biodiversity – backed by third-party verification.

View the full business case here

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Why partner with FSC and Verified Impact

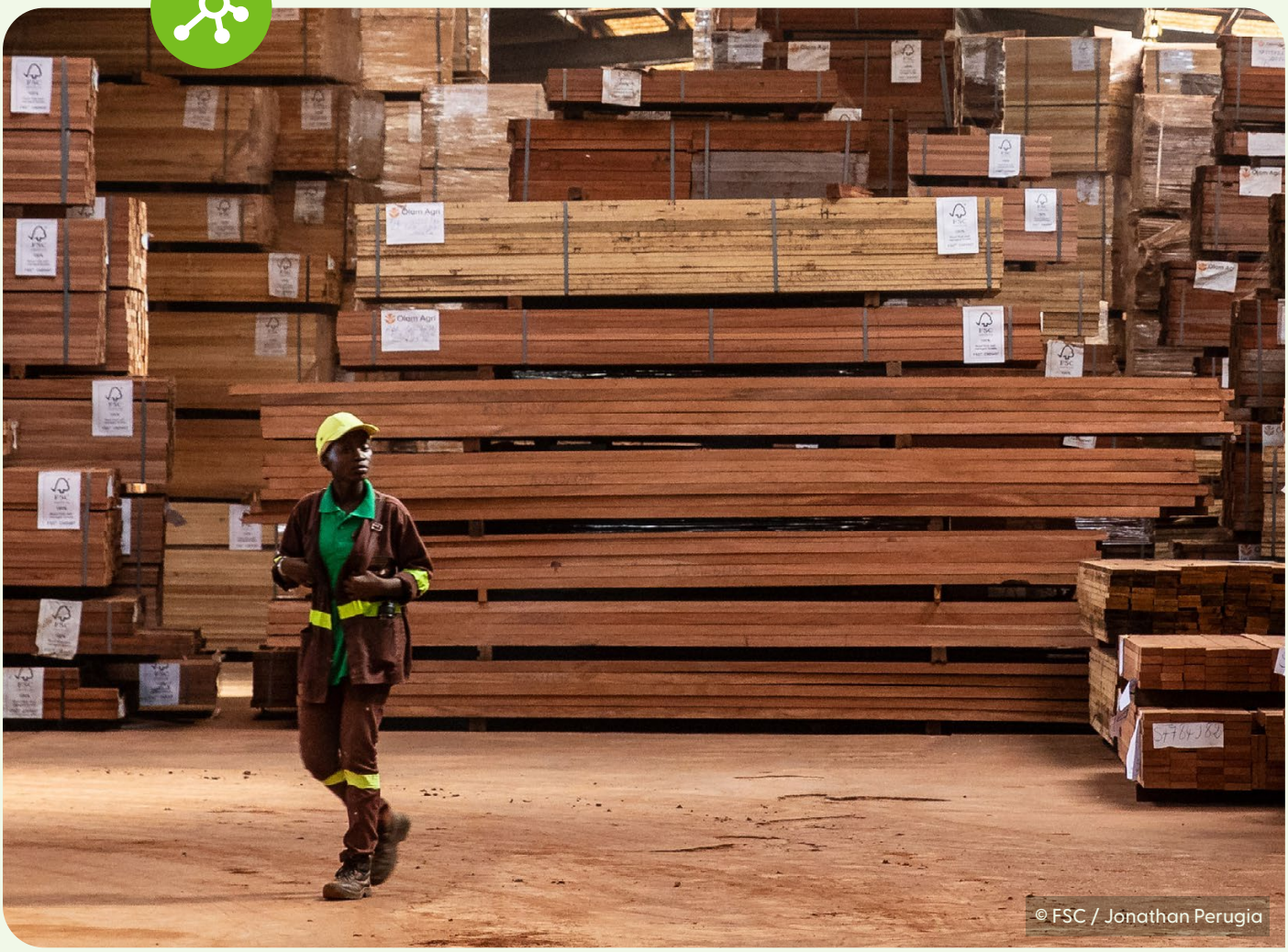
If you care about forests, then we would love to work with you.

We are one of the world's most respected voices when it comes to sustainable forestry, with a brand recognized and trusted by consumers and businesses around the globe.

We also have deep knowledge and experience of working with, and for, all stakeholders.

That includes safeguarding worker protections, upholding the rights of Indigenous Peoples, and valuing the local communities our projects are embedded in.

That knowledge and expertise is also at the heart of Verified Impact. We understand the challenges that forest managers face, so Verified Impact puts your needs and the forest's needs at the heart of the project.



Your questions, answered

Q: What is in it for me as a forest manager?

A: First of all, it means you can quantify (and credibly report) the tangible difference your forest is making. That means you can position yourself as a leader in the field of responsible management.

You can then use your data to create and strengthen relationships with investors and other stakeholders, by showcasing the evidence of real impact you are having. (And we will do most of the heavy lifting when it comes to putting you in contact with potential sponsors too).

Q: Will this create a lot of extra work for my team?

A: Verified Impact can fit within your current management plans. The process uses data and practices you might already be collecting, especially if you already work with us. And we are using our experiences to develop tools and templates to make everything as straightforward and efficient as possible.

Q: How would FSC support me and my team?

A: We offer clear guidance, training materials, and dependable methodologies. Our goal is to share your success (not create extra work) and do everything we can to make that as smooth and successful as possible.

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How to verify your impact

Getting involved is simple.

It starts when you contact your local FSC team to talk about the forest or woodland you manage and the positive changes you are seeing there. You will decide which of your results are most measurable – such as carbon storage, biodiversity gains, or community benefits – and confirm which indicators fit best.

Next, you will be connected with an accredited certification body. They will review information you already have from your forest management and monitoring plans, then verify the data so the results can be presented with confidence.
With guidance and templates from FSC, you will have clear directions at every step and minimal extra workload.

Once verification is complete, your project is added to the FSC Registry. FSC curates your story, illustrating the measurable benefits your forest provides and helping match you with potential sponsor companies that share your sustainability goals.

> **"FSC curates your story, illustrating the measurable benefits your forest provides..."**

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Get in touch with the Ecosystem Services team at FSC international to find out more about Verified Impact, and how we can help you.

ecosystemservices@fsc.org

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